

Franklin Simon & Co.

Fifth Ave., 37th and 38th Sts., New York
PHONE 6900 GREELEY

FOR CHILDREN 2 to 4 YEARS

The Specialist Shoe

IS A NECESSITY!

Sold Only by Franklin Simon & Co.

THE Specialist Shoe was designed by an orthopaedic expert who has made a study of children's feet and put the results of his study into this shoe. It is roomy, broad, comfortable, scientifically correct, and obviates the danger of misshapen feet. Your child should wear Specialist Shoes without the loss of another day.



Ages 2 to 4 years
Sizes 5 to 8

Of tan or black kid,
also white buckskin.

\$5.50

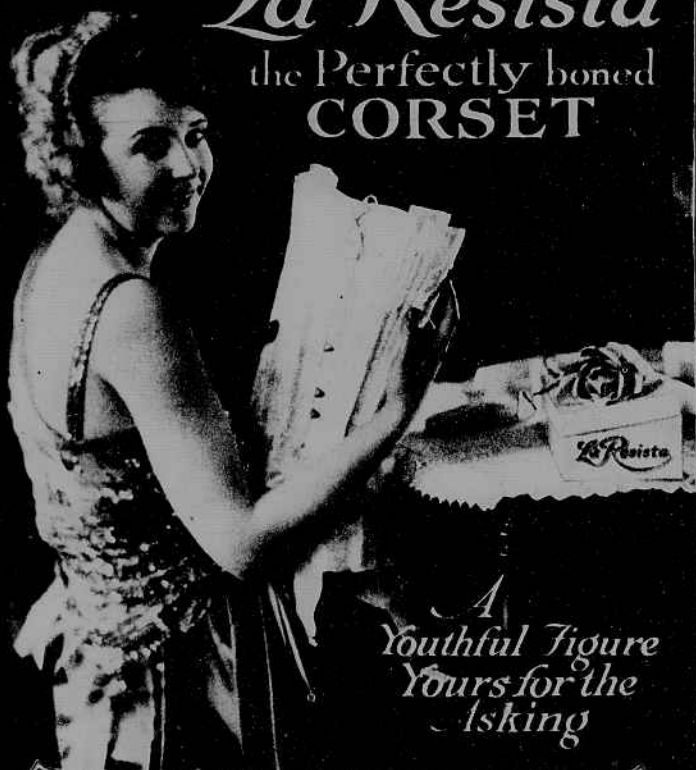


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CHILDREN'S SHOE SHOP Third Floor

La Resista

the Perfectly boned
CORSET



Youthful Figure
Yours for the
Asking

WEAR LA RESISTA CORSETS and keep your figure young. SPIRABONE stays placed at the hips, combined with LA RESISTA designing, mold the figure and create, as well as preserve, exquisite lines of Youth and Style.

Adaptable to any type of Figure.
Back Lace—Front Lace \$5.00 to \$25.00
La Resista Figure-Molding Brassieres \$1.00 to \$3.00
Spirabone obtainable only in La Resista
Fitted personally without charge by expert corsetiers in our Salon
Also sold by quality stores everywhere

La Resista Corset Co.
431 5th Ave., New York
Opposite Lord & Taylor—Take Elevator

Special Offer

Every Tribune reader is entitled upon presentation of this coupon to six of our extra-early, finished, ready-to-wear, perfect, also "La Resista" for five dollars (\$5.00) or twelve for eight dollars (\$8.00). Regular price twelve dollars per dozen.

The Cutest Picture

of a child is taken when it is at play. The Champlain Studios are specialists in child portraiture, and will catch your child at a happy moment.

Photographs of this sort are invaluable for preservation or presentation. Take advantage of our Special Offer.

392 Fifth Avenue, New York
Corner 38th Street
also

306 Fifth Avenue, New York
Between 32d and 31st Streets



Champlain
Studios
NEW YORK



Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York



THE LAST WORD IN SMARTNESS!

GENUINE LEATHER COATS

Sturmleather
GENUINE LEATHER
NEW YORK

For WOMEN
and MISSES

SOLD EXCLUSIVELY BY
FRANKLIN SIMON & CO.



43



45



47

Sturmleather
COATS are made of soft, genuine leathers which have been scientifically treated. The models have all the swagger of the aviator's coat, plus feminine grace. Lined with soft suede duvetyne.

Model No. 43 45.00

Model No. 45 49.50

Model No. 47 55.00

COLORS:
TAN, BROWN or
BLACK

WOMEN'S SIZES
34 to 44

MISSES' SIZES
14 to 20 Years

WOMEN'S COAT SHOP
Fourth Floor

MISSES' COAT SHOP
Second Floor

Prompt Delivery Free.
Anywhere in the United States.
Phone 6900 Greeley

AVIATORS discovered the warmth and protection of leather coats, and Franklin Simon their smartness and adaptability to many uses and occasions. They are soft and supple—light in weight—comfortably warm and defy the elements, for winds cannot ruffle them nor storms mar their planicity or coloring.

Hence a leather coat is the one satisfying protective coat for the motor enthusiast or for those who heed the call of the great outdoors. And for steamer wear or on severe Winter days, a leather coat meets every demand of smartness and of cosy warmth.

And further, it plays a dual role in the modern woman's wardrobe, for it may also serve as a general utility coat in town; in fact, a leather coat is ideal for immediate wear and later, in the Winter.



"OCTOBER MORN"

One Piece Walking Dress
Made of "KERAMI"

GREEN INC.

3 West 56th Street, N. Y.

KRYSTALAK

Pure, clean, nourishing separated milk in crystal form.

Pure, fresh milk for cooking regardless of whether you are at home, camping, at the beach or on an outing. Krystalak is always sweet; it is pure, fresh milk with the cream and water taken out. Krystalak needs no refrigeration and it keeps indefinitely in its crisp waxed package.

If your grocer hasn't Krystalak he will gladly get it for you from his jobber. Insist upon the blue-striped package and ask for a copy of our free booklet on milk cooking—it makes the use of Krystalak easy and economical.

THE DRY MILK COMPANY

15 Park Row New York City

How to Use Krystalak

Dissolve 4 level tablespoons of these dry, flaky milk crystals in one cup of water. One cup of Krystalak makes one quart—add the Krystalak to the water and it dissolves immediately.



Chauffeurs' Outfits Special at

\$89.50

Suit, Overcoat
and Cap to
match

With good fabrics scarcer than ever, there is but one road to economy in Motor Apparel, and that is, Quality. In this Outfit, of fine dark gray all-wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value—complete, at \$89.50 or

Suit, \$36.50
Coat, 50.00
Cap, 3.00



Brill Brothers
BROADWAY AT 49th STREET